

Rotary's Action Plan and Membership

District 7080 - Club Leadership Training - April 2024

Objectives

- Hear about attracting, engaging and retaining members
- How forming new and innovative cause-based Rotary, Rotaract and Satellite Clubs can help.
- Making our clubs irresistible
 - Assess "How Healthy is my club"
 - What do our members like? What would like to change?
 - By assessing our members' needs
 - Refreshing our clubs based on feedback
 - "Culture adjustments" if needed to make our clubs vibrant and ensure they align with members' wishes
- Telling our Rotary story (friends, neighbours & community)
- **Early Intel** sharing results for 2023 research future Webinar

Sunday, January 10, 1943

VALLEY MORNIN

Harlingen Rotary Club To **Present Lecture Programs**



JOHN SCOTT

Series Of Lectures To Be Started February 6

HARLINGEN - For the fourth onsecutive year in Harlingen, the Rotary club will bring a group of widely-known lecturers for an Institute of International Understanding, presenting them on four successive Monday evenings beginning on February 8.

Taking part in the Institute program will be Clarence W. Sorenson, Dr. Hew Roberts, John Scott and Gerhart H. Seger. The general theme for the program is "The World Working Together."

Claence W. Sorenson, described as a roving reporter who covers the world, will open the series on Monday evening. February 8, at the Fair Park auditorium, speakng on "Cooperation in the Ameri-

Dr. Hew Roberts, professor of History and Comparative Education in the State University of CLARENCE W. SORENSEN Iowa, will speak on Feb. 15. His subject will be "The Mations Cooperating in War Time."

John Scott, who lived and worked in Russia for nearly five years, will be heard on February 22 on the subject "Cooperation With Rus-

Gerhart H. Seger, who was a prisoner in the first Nazi concentration camp nearly ten years ago after having been a member of the German Reichstag, will discuss post-war problems from the standpoint of one who knows Germany and the Nazis. Seger, who is now editor of the German weekly newspaper "Neue Volkszeitung." has ince become an American citizen and has delivered more than a housand lectures in this country. His talk, the concluding one of he series, will be on Monday, March 1, on the subject "Patterns of Co-operation for the Post War

Each of the four speakers will also speak at Edinburg on the Tuesday nights following their Harlingen engagements. Dates



GERHART H. SEGER



DR. HEW ROBERTS

Marine Recruit Officer Gives Up In Disgust

Eurene Smith of the Marine Recruiting Office was stopped by a young man Saturday who asked the way to the Naval Recruiting Office. The youth said he wanted to fight the Japs. "Why don't you join the best

fighters in the world-the Marines?" asked Sargeant Smith. "Who's them?" asked the prospective fighting man. The

seek les

water !

the les

Sargeant Smith said nothing. He turned and walked away.

W J. Williams Leads Sales Of Insurance

HARLINGEN - W. J. Williams. sion, sa representing the Western Reserve Gov. Life Insurance Company, was noti- cently fied Saturday that he was the lead- of givin ing producer for his company for regulate

This is the second consecutive year in which Williams has lead all which

Williams now has become eligible "conceifor membership in the "Leaders' tional f Round Table," an organization of ent reg Texas insurance men who are of regu leaders in insurance production. conditie



SATURDAY, OCTOBER 14, 2023 | journalstar.com |

East Rotary Club leader targets climate change

Avid recruiter Mwape leads by example DENNIS BUCKLEY

for the Neighborhood Extra

An interest in mitigating climate change brought Andrew Mwape from Zambia to Lincoln in 2020. An interest in joining a service club with a high degree of diversity caused the environmentally Lincoln East Rotary Club later that

The club quickly embraced him, and several months ago, elected the 78-year-old African native as its club president for the current

Mwape joined the National Drought Mitigation Center, located on the University of Nebraska-Lincoln's East Campus, in Au research assistant on an ongoing drought recommendation to the partnering Nebraska Department ural Resources Districts through out the planning process. Mwape the fight against the damaging im- with alternative means of live- Parks and Recreation Department. tracted him to the club, whose said Lincoln East Rotary Club pacts of climate change." has a number of activities lined up, both in Lincoln and globally. Background

invite the Lincoln community and rican forests by empowering rural project at Lincoln's Brentwood club during his three-year mem-coln Mayor Leirion Gaylor Baird the world to join hands with us in forest-dependent communities. Park, teaming with the Lincoln bership. The others are Betty on Oct. 25.



PHOTO BY DENNIS BUCKLEY | kuma-

of Natural Resources and the Nat - Andrew Mwape, president of the Lincoln East Rotary Club and a native of Zambia, moved to Lincoln in 2020.

to minimize future impacts from From 2016 to 2018, Mwape was Environmental Engineering from lead their respective projects. As member from Zambia. "Climate change is a com- mental nonprofit organization and is currently pursuing a doctor- nutrition-related projects are led cheon meetings at 11:45 a.m. on pounding factor of old and new that seeks to raise environmental ate in Natural Resources at UNL. by Dr. Chuck Ericson, a medical Wednesdays at The Garage, south global challenges," he said. "For us consciousness and awareness in His wife, Mercy Kipenda doctor and active club member. as a club, it is only right that we African communities through ed- Mwape, has a background in Encommit to climate change mitiga - ucation. Between 2018 and 2020, vironmental Engineering and Nat- Active recruiter tion and contribute to the global he was director in charge of oper- ural Resources. She is leading East Kipenda Mwape is one of six month are Aubrey Paulsen, with collective efforts to minimize fu- ations at a forestry company that Rotary's climate-related projects, members the enthusiastic club the Tabitha Intergenerational Livture impacts from this crisis. We aims to conserve indigenous Af- including an Oct. 21 tree-planting president has brought into the ing Project, on Oct. 18, and Lin-

lihood apart from cutting down The role of the club president's membership roster also includes trees for charcoal burning.

is only right that we commit to climate change mitigation and contribute to the global collective efforts to minimize future impacts from this crisis. We invite the Lincoln community and the world to join hands with us in the fight against the damaging impacts of climate change."

Makena, Segun Samuel Oladipo. Ibukunoluwa Eunice Salami, Eric Christensen and Chikoti Mu-

Mwape said the diversity he observed within East Rotary atwife is an example of East Rota- members hailing from Nigeria. He holds a bachelor's degree in ry's efforts to have professionals Tanzania and India, and another

executive director for an environ- Copperbelt University in Zambia another example, all health- and East Rotary Club holds lunof South 48th Street and Nebraska Parkway, Guest speakers sched-

uled to address the club later this

Lincoln nonprofit raises over \$230K in 10 minutes

do something bigger than they The Hope Venture is a non-









facebook















90% of
Rotarians
joined because
someone asked

90 % of Rotarians have never asked anyone to join



Sharing my Rotary story ... what made me say YES to Rotary membership and what has Rotary meant to me



10 Reasons to Join A Rotary

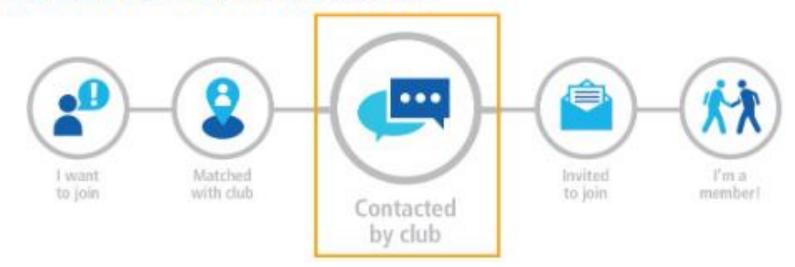


The Opportunity to Serve Leadership Development Citizenship in the World **Business Development Continuing Education Personal Growth Entertainment** Community Friendship Fun

CREATING A POSITIVE EXPERIENCE FOR PROSPECTIVE MEMBERS



A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



12



Community
Open House

APRIL 17, 2024

This is NOT a fund-raiser.

This is to thank the community and share the positive impact you have made possible.

We are hosting an open house:

April 17, 2024

at the Hacienda Sereda 1254 Union Street, Kitchener

4:00pm-5:30pm

to showcase the good you have enabled

and to let you meet others who have been part of this success.

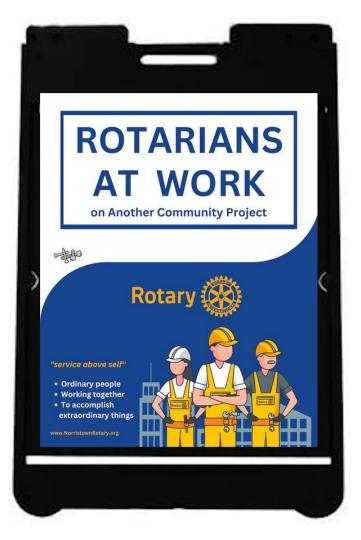


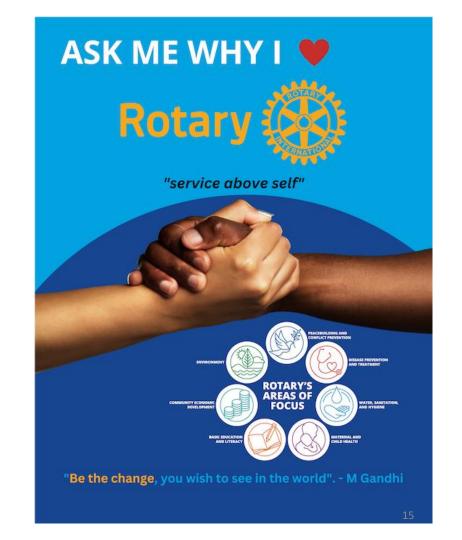














Rotary's Vision

Together, we see a world where pople unite and take action to create lasting change – across the globe, in our communities and in ourselves.



TAKING ACTION FOR CHANGE

We are at a defining moment in Rotary's history. We're implementing our Action Plan, a strategic road map that will help us better connect with each other, grow as an organization, and more effectively share our stories of how we are making a difference in communities. At every level of Rotary, we have embraced opportunities to work together to achieve our goals. Over the coming four issues, you'll hear from Rotary members around the world who will offer their inspiration, encouragement, and guidance as we carry out the four priorities of the Action Plan.



IMPACT

We want to put our resources behind programs that will have the greatest impact and that align with our areas of focus.

We're creating tools and guidelines for tracking and sharing our efforts. We're also developing an evaluation process that will help us make objective recommendations about what is working and what we should continue, start, or stop doing.

REACH

We're committed to exemplifying and embracing diversity, equity, and inclusion (DEI) in everything we do.

We're testing new products and alternative models that will allow more people to connect and take action with us in ways that work best for them.

ENGAGE

We're tearing down the walls between "us" and "them" and focusing on participants.

We're asking people how they want to participate, finding ways to meet them where they are, and making sure they know we value them.

ADAPT

We're streamlining operations so we can be more agile and responsive.

We're simplifying the way we do things and helping members manage change so that our clubs, districts, and zones can more effectively communicate and work together.





We need members to have impact.

We will set goals, measure and evaluate our efforts.

We will set goals to expand membership.

We're committed to diversity, equity and inclusion.

Ensure each club represents its community and is welcoming to all.

ENGAGE

We want to engage members in the way they want to participate. We'll use the Club Health Check and Membership surveys to listen to their ideas for change. **ADAPT**

We're open to new models of membership, meetings, service opportunities and club models.

And we're open to Innovative Club models

Hot Off the Press – Our Membership #'s



Membership Comparison to 1 July

Count as of:31 March 2024

			PRIOR YEAR				ROTARY YEAR ACTIVITY TO DATE			
			2022 - 2023		2022 - 2023		2024 Start Figures		31 March 2024	
					Net					Net
					Inc / Dec					Inc / Dec
			1 July 2022		2022 - 2023	1 July	2023 *			2023 - 2024 *
	District	Zone	# Club	# Member	# Member	# Club	# Member	# Club	# Member	# Member
	7070	28	56	1,763	(66)	55	1,697	54	1,760	63
	7080	28	45	1,336	(67)	45	1,269	45	1,287	18
	7090	28	64	1,818	(17)	63	1,801	62	1,800	(1)
_	# of Distri	cts:20	1,036	32,221	(519)	1,031	31,702	1,025	32,131	42

WHO'S RESPONSIBLE TO INVITE NEW PROSPECTIVE MEMBERS?

TOGETHER, all of us can help **grow Rotary**

Q. What's the pin for?



A. It's a Rotary pin.

Q. What's Rotary?

https://youtu.be/PFryy_dY0tg?feature=shared



Michael Angelo Caruso Rotary Club of Troy, MI

A. It's the best decision I ever made ...

Club Worksheets

Attrition

Attraction



Membership Goal Setting Worksheet

District 7080 Bolton

This worksheet will help you set your membership growth goals and calculate the number of new members needed to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):

Annual Attraction Rate (3-year average):

Annual Net Growth Rate:

8.2% 11.0%

Success Targets

Attrition less than 15%

(July 1 membership x .15)
Attraction 5% greater than Attrition

The problem we need to solve is:

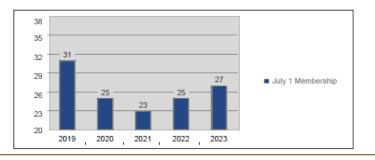
- Low Retention -- Our Attrition Rate Exceeds 15%
- ☐ Insufficient New Member Attraction Our Attraction Rate is less than 5% above our Attrition Rate
- Neither We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2023-2024 (Current Year)	27
2022-2023	25
2021-2022	23
2020-2021	25
2019-2020	31

2023-2024 Membership Goal Setting

Starting Membership July 1, 2023	27	(a)
Current Membership 2023-08-01	27	
Membership Goal July 1, 2024 5% = 29 (July 1, 2023 Start + Growth) 10% = 30		(b)
Net Membership Growth		(c=b-a)
Average Annual Attrition to Replace	2	(d)
New Members Needed (Growth + Attrition)		(c+d)



Membership Experience Surveys & Tools







we simply ask for your honest opinions. Thank you for taking this survey.

- Overall, how satisfied are you with your membership in our Rotary club?
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Dissatisfied
- Considering our club's culture, members, and meetings, indicate your agreement with the following statements.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
Club meetings are a good use of my time					
My club does a good job involving				2 5	





Making Clubs Irresistible

$$A + B + C + D = irresistible$$

A - agile & active leadership

B - belonging

C - connections

D - diversity

ATTRIBUTES OF GROWING CLUBS (2022 Study)

Active, intentional member engagement

Dynamic, meaningful service

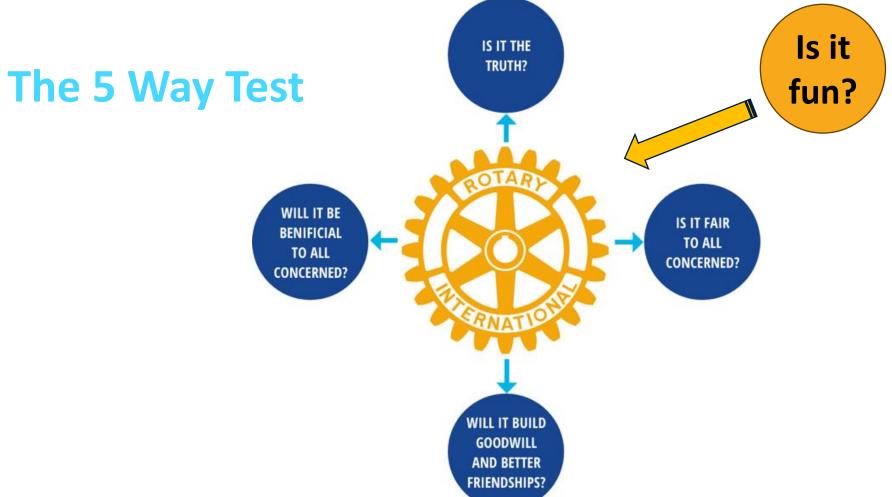
Effective governance (intentional leadership)

Strong public image (well known in community)

Diversity (representative of community)















Membership Resources – D7080 website



Membership Committee

Our District Membership Team is here to support you. Please click each name to contact them by email:

Members:

Scott Hebert (Chair -Cambridge Sunset)

Sunil Sharma (Innovative Club Advocate - Brampton South)

Abiola Akinremi (Milton)

Andrew Williams (Kitchener Westmount)

Brian Bennett (Waterloo)

Hashim Reza Taqvi (Mississauga)

Hubert Singh (Kitchener)

Melodie Mensch (Kitchener Conestoga)

Ex Officio:

Brenda Halloran, DG

Rudy Habesch, PDG & Asst Rotary Coord - Zone 28 (Oakville)

Sohail Naseer, DGE 7080 (Alumni) (Milton)



HOW TO STRENGTHEN YOUR MEMBERSHIP

Building your club by strengthening its membership and attracting new members is critical to its success. Rotary International has developed a wide range of resources to help clubs grow and thrive. Progressive clubs rely on many concurrent strategies to remain vital and build membership. Below are some of the many resources and strategies you can use to strengthen your club.

Assess Your Club

Whether your club is strong or struggling, taking the time to evaluate what you're doing is a worthwhile endeavor.

- Use this guide to help grow and diversify your club's membership, and make the best use of your members' expertise and skills...
 - · Membership Assessment Tools
- Identify your club's problem areas and make changes to help it stay relevant for members and the community.
 - · Rotary Club Health Check
- Take steps to understand why members leave your club. These insights can be revealing and help address serious issues.
 - Member Exit Survey

Engage Current Members

Rotarians work hard to deliver an experience that will keep members excited about Rotary. Here are some strategies you can use:

- Ask members for their feedback using the Member Satisfaction Survey
 Enhancing The Club Experience | Member Satisfaction Survey
- . Take this Learning Center course to develop strategies for engaging people at all stages of membership.
 - Best Practices for Engaging Members (Sign-in required)
- Listen to what works at other clubs throughout the world.

31

CLUB TYPES, FORMATS, AND MODELS



All Rotary and Rotaract clubs share similar values and a passion for service, but each offers a unique experience. When you start a club, you'll need to choose a club type, a meeting format, and a club model. Look at the needs of your community and the club's prospective members to decide which kind of club would be best.

CLUB TYPE: First, determine whether your new club will be a Rotary club, a Rotaract club, or a satellite Rotary or Rotaract club.

Club type	Description	Appeals to	Member minimum for new clubs
Rotary club	Professionals and other leaders who meet regularly for service, connection, and personal growth Read about a successful Rotary club.	People who are looking for friendship and service opportunities Learn more in the Starting a Club online course.	20 required
Rotaract club	Adults who take action through community and international service, learn leadership skills, and develop professionally Read about a successful Rotaract club.	People, especially younger professionals and university students, who want to develop leadership skills, find innovative solutions to pressing issues, and have fun through service Learn how to start a club on My Rotary.	12 recommended
Satellite club	A section of a Rotary or Rotaract club that has its own meetings, projects, bylaws, and board, run in collaboration with its sponsor club Read about a successful satellite club.	Those who want a club experience or a meeting format or time other than what's offered by clubs in the area and who appreciate the support and partnership of another club. Some satellite clubs eventually form standalone clubs, while others, often called companion clubs, do not. Learn more in the Guide to Satellite Clubs.	8 for a satellite Rotary club; no minimum for a satellite Rotaract club

Club model	Description	Appeals to
Traditional	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
	Read about a successful traditional club.	
Passport	A club that allows members to attend other clubs' meetings frequently as long as they attend a specified number of its own meetings each year	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the Guide to Passport Clubs.
	Read about a successful passport club.	Learn more in the <u>Guide to Passport Clubs</u> .
Corporate	A club whose members (or most of them) work for the same employer	Employees of one organization who want to do good in their community
	Read about a successful corporate club.	
Cause-based	A club whose members are passionate about a particular cause and focus their service efforts in that area	People who want to connect with others while addressing a particular set of problems
	Read about a successful cause-based club.	
Alumni-based	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians	People who have participated in Rotary
	Read about a successful alumni-based club.	
Interest-based	A club that focuses on a particular interest or hobby Read about a successful interest-based club.	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
Service-based	A club that meets twice monthly to do service projects and occasionally for socials or fundraisers	People who join Rotary to participate in service but who don't want to or can't attend meetings, or those who are looking for lower dues
International	A club whose members are expatriates or speak a common language other than the primary language of their district, or an online club whose members are from different countries	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings
	Read about a successful international club.	33

Innovative Clubs



10 Facts about the Rotary Club D7080 Passport South:

- VITALITY Our unique Passport format has attracted vibrant, innovative and committed members interested in serving while enjoying fellowship, fun and personal growth.
- SERVICE/VOLUNTEER FOCUS Forty hours of service per year anticipated with a choice of projects and fundraisers to suit each individual member.
- DIVERSITY A mix of intergenerational and youthful Rotaractors, along with knowledgeable former Rotarians who want to be part of Rotary but can't make a standard club fit their lives.
- STRUCTURE A growth-oriented club with different ways to engage and committees to serve on, depending on your own interests and schedule.
- 5. FLEXIBLE Only one formal live meeting each month plus social connection opportunities.
- 6. MEMBERSHIP Draws from the Burlington, Oakville, and Mississauga areas.
- 7. STATUS Passport Club members have Full Rotary status.
- LOW COST Our meetings exclude meals and meet at a no fee location.
- CONNECTION Members are encouraged to attend other Rotary Clubs as a visiting Rotarian, and to participate in their projects and fundraisers.
- 10. ACCESSIBLE Meetings at Oakville Town Hall on the 2nd Thursday each month at 7:30 pm.

Contact: Michael Pavan, President – mpavan2062@gmail.com Jananee Savuntharanathan, Membership Chair - jananeesnathan@gmail.com

Innovative Clubs



- New E-Club in District 7080
- 1st Cause-Based Club in District 7080
- Barb Lustgarten-Evoy (Fergus Elora)
- E-mail: <u>fergus.ed@hotmail.com</u>
- Fees limited because Rotary International and District dues + costs of ClubRunner + magazine
- Focus: Human Trafficking and RAGAS

Innovative Clubs





Official Rotary Club of the Buffalo-Niagara Medical Campus. A dynamic group of doctors, researchers, lawyers, & business professionals who share a common interest in the shared success of the Buffalo-Niagara community through providing service to others.

Buffalo General Hospital, Oishei Children's Hospital, Roswell Park Comprehensive Care, Gates Vascular Institute, research institutes & clinical sciences buildings and UB School of Medicine.



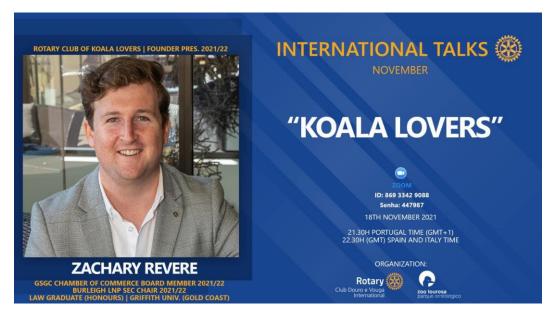
- New ClubRunner Nova will support club memory and continuity of records from year to year
- Develop close connections with sponsor club
- Consider partnering with local Rotaract or Interact clubs

Are you missing human interaction? Do you want to meet new people who do good in the community? Not interested in putting on pants to do all this? Join us at 6:30 pm.

https://www.rotary.org/en/clubs-made-order-meteoric-rise-fun-focused-satellite-club

Rotary Satellite Club of London. This club is made up of younger professionals who are recent graduates (approximately 22-35 years). The satellite club meets twice a month at a local pub. If we want a drink or dinner we pay the pub directly, and it just happens that we meet on half-price wing night. If money's tight that week and we can only afford a pop, that's all we pay for, no judgement.







7th area of focus — Environment; supporting Koala Hospitals across Australia; international https://www.facebook.com/ActionForKoalas/videos/rotary-club-of-koala-lovers-district-9640/239197407820665

SURVEY (2023)

ROTARY CLUBS IN USA, CANADA & CARIBBEAN (Zones 25B-34)

2350 clubs that showed consistent growth between 2018-2023

Top 4% to 5% of ~8,200 clubs

121 responded (35%)

SURVEY CRITERIA

- 10+ Net Members in 5 years
- Growth in at least 3 of last 5 years

Club Sizes Surveyed

- 35% < 20 members
- 50% 21 59 members
- 11% 60 100 members
- 4% 101+ members

Survey Overview Included 10 action statements linked to Action Plan priorities.

Example: Increase Our Impact

We set club goals (membership, foundation, service, etc.), track our progress and adjust our actions according to how well we're doing.

(Check One: Never(1), Rarely(2), Sometimes(3), Often(4), Always(5))

Plus, two open-ended questions focused on top reasons for growth in their club.

AVERAGE RESULTS BY ACTION PLAN PRIORITY

Increase our Impact	3.8
Expand our Reach	4.2
Enhance Participant Engagement	4.3
Increase our Ability to Adapt	4.2

ACTION PLAN PRIORITY 1: INCREASE OUR IMPACT

INCREASE OUR IMPACT (AVERAGE RATING)



We have strong governance and leadership continuity.

4.3



We actively partner with other organizations.

4.2



We set club goals and track our progress

4.0



We periodically conduct a community assessment.

2.8

INCREASE OUR IMPACT

Growing clubs are:

20% - 50% more likely to fill key leadership positions.

40+% more likely to set goals in club central.

20% - 2.5X more likely to achieve action plan focused goals in club central.

35+% more likely to participate in global grants.

2X more likely to earn the Rotary Citation.





INCREASE OUR IMPACT



"We are seen as a means of improving the community."

"Our members are an innovative bunch."

"We are intentional about growth."

"Deep leadership bench and a supportive culture."

"Partnerships with other organizations is a multiplier effect on our club."

HOW WILL WE INCREASE OUR IMPACT?

Set realistic goals and track progress.

Strengthen club leadership & governance, especially succession planning.

Focus on our community (local and/or international).

Assess community needs and build meaningful partnerships.







EXPAND OUR REACH (AVERAGE RATING)



We use multiple media to tell our story.

4.3



We actively partner with other organizations.

4.2



We strive to ensure our members reflect our community.

4.0



EXPAND OUR REACH

Average *attraction*

Growing clubs



25%/year

All N.Am. clubs



12%/year





EXPAND OUR REACH

"Outreach to the community. Our members actively invite people to club."

"Being seen in the community & partnerships with other groups: local college & university, police..."

"People come to our meetings to become a part of the positive force in our community."

"...a media committee who turned up the volume of all our Club is doing in the community."



HOW WILL WE EXPAND OUR REACH?

Use multiple forms of media to tell our story.

Engage the whole club in attracting new members.

Invite others to our meetings and service projects.

Ensure membership reflects our community.





ACTION PLAN PRIORITY 3:

ENHANCE PARTICIPANT ENGAGEMENT



ENHANCE PARTICIPANT ENGAGEMENT

(AVERAGE RATING)



We celebrate our successes and have fun together.





Members and others are keen to participate.

4.1



We seek out and support member's priorities.

4.1

ENHANCE PARTICIPANT ENGAGEMENT

Average *attrition*

All N.Am. clubs

~15%/year

On average, no discernable difference between growing and all other clubs.



ENHANCE PARTICIPANT ENGAGEMENT

"We make doing the work fun."

"An active vibrant club with multiple projects and ways to get involved."

"Keep members engaged and make sure there's a 'What's in it for them' component."

"...and always we look to care for everyone in the club."





HOW WILL WE ENHANCE PARTICIPANT ENGAGEMENT?



Ensure a welcoming and 'fun' club culture.

Find new ways for people to be involved.

Respond to members' interests and priorities.

Make member 'care' a top priority.

Consider the cost of participation.

ACTION PLAN PRIORITY 4:

INCREASE OUR ABILITY TO ADAPT



INCREASE OUR ABILITY TO ADAPT (AVERAGE RATING)



We are open to new ideas & willing to try new things.

4.3



We have strong governance and leadership continuity.

4.3



We seek and support member's priorities.

4.1



We strive to ensure our members reflect our community.

4.0

INCREASE OUR ABILITY TO ADAPT

Growing Clubs have

More Female Members (40%)
More Members Under 40 (~10%)

New Growing Clubs (<5 years old) have

More Female Members (46%)
More Members Under 40 (~17%)

Averages for all USA, Canada, Caribbean clubs: **Female - 36%, Under 40 - 7%**



INCREASE OUR ABILITY TO ADAPT

"We have a culture of inclusivity in our club."

"Open to new ideas. Engagement."

"Low dues, only meet 2x a month for business meetings, one social, one service per month."

"Club members better reflect our community."

"We never stop looking for ways to improve."

"Changed the model."





HOW WILL WE INCREASE OUR ABILITY TO ADAPT?



Ensure our club reflects our community.

Use our new members' innovative ideas.

Try new approaches to meetings, service projects, fun events, etc.

Start a satellite or Impact, Rotaract, Passport club!



TWO LESSONS

LESSON 1

Growing clubs' <u>attraction</u> rates are <u>10%</u> <u>higher</u> than their attrition rates because they focus on creating an irresistible experience.

Retention is an outcome, not a target.



LESSON 2

The Action Plan is our guide to creating experiences people don't want to miss, that draw others in, and to being proud and loud in telling our story.



With thanks to:

Doug Logan, Zone 28 Coordinator
Diana Edwards, Supervisor, Regional Membership Officer
Zone 28 & 32 Analytics and Enhanced Learning Teams
North America Rotary Coordinators

District Membership Committee



District Membership Committee

Members:

Abiola Akinremi (Milton)

Andrew Williams (Kitchener Westmount)

Brian Bennett (Waterloo)

Hashim Reza Taqvi (Mississauga)

Hubert Singh (Kitchener)

Melodie Mensch (Kitchener Conestoga)

Scott Hebert (Chair – Cambridge Sunset)

Sunil Sharma (Innovative Club Advocate – Brampton South)

Ex Officio:

Brenda Halloran, District Governor (Waterloo)

Rudy Habesch, PDG & Assistant Rotary Coordinator – Zone 28 (Oakville)

Sohail Naseer, DGE (Milton)



Contact Information

Scott Hebert
District Membership Chair
Membership Chair, Rotary Cambridge Sunset

- E. scott.hebert@sympatico.ca
- T. 519-653-3534 C. 226-600-6446





Membership Summit – District 7080*

Keynote Speaker: Louisa Horne

PDG District 7815

Incoming Rotary Coordinator, Zone 28

Rotary Club of Halifax Harbour

Saturday, September 14, 2024

9:00 am - 1:00 pm

Home2Suites, Milton - Estimated cost \$75 (incl breakfast/lunch)

* Potentially D 7090

TOGETHER, all of us can help **grow Rotary**















Thank you

